

Title of work: Communication and public relations in sport

Aim of work:

Description and analysis of the range of utilization of public relations activities in czech sport environment.

Methods:

Structured interview with open questions, informal interview, questionnaire with the open questions, participating observation, descriptive analysis.

Results:

Conclusions and recommendations for the participants of sports happening.
Instruction and rules for the communication and its specifics in sports.

Key words:

Communication, public relations, media relations, gazetteer, press conference, press information.